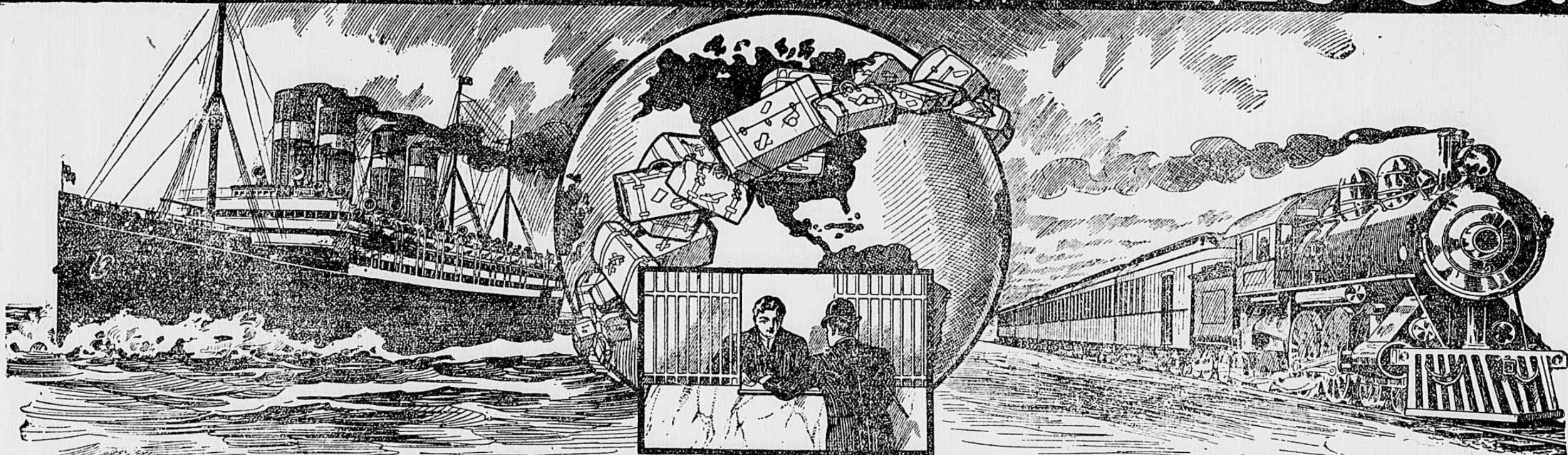


# RICHMOND TRANSFER CO.



WE TICKET YOU TO ALL PARTS OF THE WORLD.

## WESTWARD WILL GO SEASON'S TRAVEL

All Eastern Seaboard Will Move Toward Setting Sun This Year.

### WILL "SEE AMERICA FIRST"

Fighting in Europe and Threatening in Asia Will Prevent Touring in Other Lands.

At no time within the past century have the wonderful facilities for travel at home been more fully appreciated by the citizens of the United States than now, when the devastating war in Europe prevents the possibility of foreign travel. Nor does this prevention apply only to England and the Continent of Europe, but, since there is constant danger of still other Asiatic nations becoming involved in warfare, prudent persons shun even transpacific journeys.

From Bishop Berkeley's line, "Westward the course of empire takes its way," down through Horace Greeley's terse advice, "Go West, young man," to the nation's slogan, "See America First," all signs, so to speak, direct the dwellers on the Eastern seaboard to take advantage of the opportunities offered them by the finely equipped railway and steamship lines, built, owned and maintained by their own people, to see their own country, and particularly that vast and beautiful expanse of land and water known in general as the West.

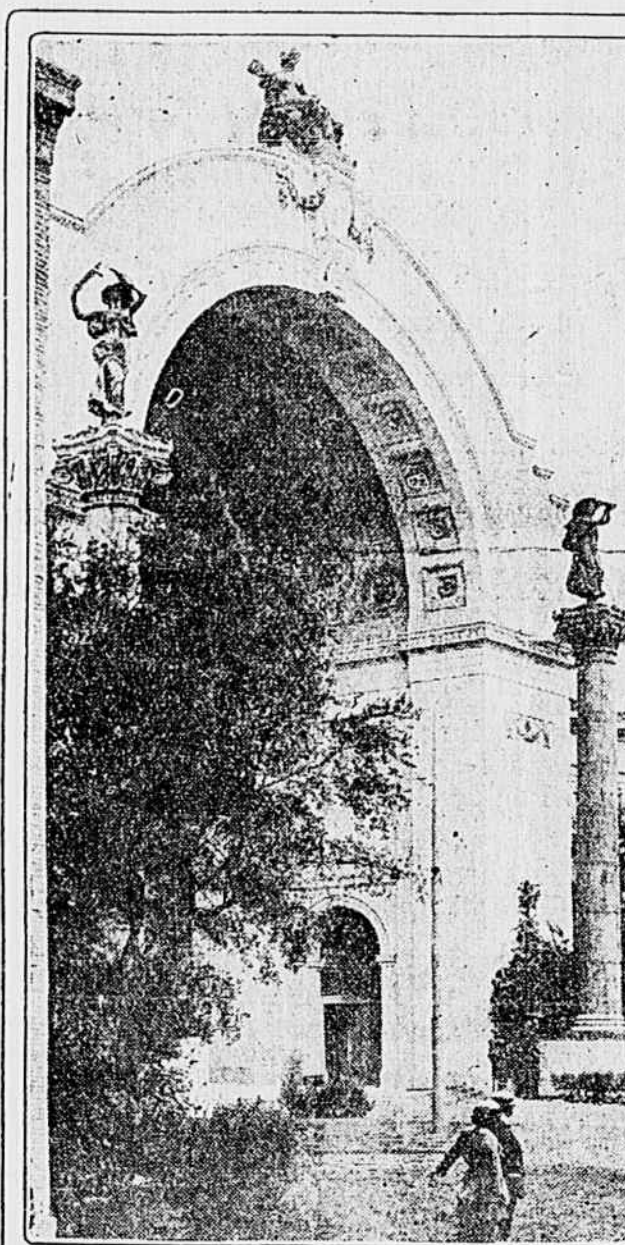
It has been said by those in a position to know that more Southern people started last year for foreign lands than at any time since Columbus discovered America. Now that the way to foreign lands is barred by blockades enforced by submarines and battleships, it may confidently be expected that more Southern people will set out this spring and summer to see their own land than at any time since the settlement at Jamestown or the landing at Plymouth Rock. And in the ordinary course of events, brought about by geographical conditions and a natural selection, Richmond will be the starting point for vast numbers of them.

### TRAVEL AGENCY WILL DIRECT PASSENGERS FOR WEST

But all the physical conditions and all the selections in the world could not so surely fix Richmond as this starting point as the presence of a long-established and highly regarded travel agency, organized and maintained for the purpose of saving travelers all the trouble, worry and expense possible. It is almost entirely because the Richmond Transfer Company operates in Richmond that the old city has become a Mecca, to which travelers come first—even though they have to come a bit eastward—in order to start on their westward journeys.

For at the hands of this highly organized company, with its patient and untiring officials and clerks, the prospective traveler may have himself ticketed to any part of the United States, Canada, Europe, Asia or Africa. His baggage will be checked, from his house even to his hotel; all financial arrangements will be made for him; letters of credit will be issued, and his life, limbs and property insured. As has been said, European or Asiatic travel is practically out of the question at this time, so that all the information, baggage, ticket, credit and insurance departments, with the remarkable resources at their command, are peculiarly available to the "See America First" tourists or travelers. Whether he wants to take a modest trip to one of the less expensive resorts in his own State, westward, or in, its mountains; whether he wants to "spread himself" and go to one of the elaborate and famous show places along the lines of the railroads with which he is familiar, where he may observe the wealthiest men and women in America at play; whether he wants to view one of the

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Court of the Four Seasons

## CHANGING SCENES IN GRAND CANYON

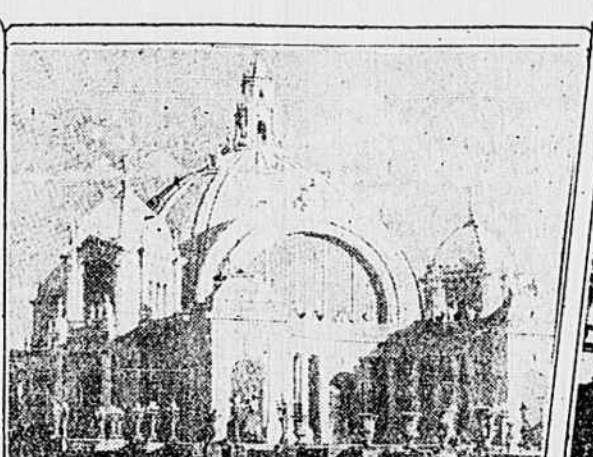
For Twenty Miles Nature Is Witnessed in Glorious, Rugged Aspects.

### ONE OF AMERICAN WONDERS

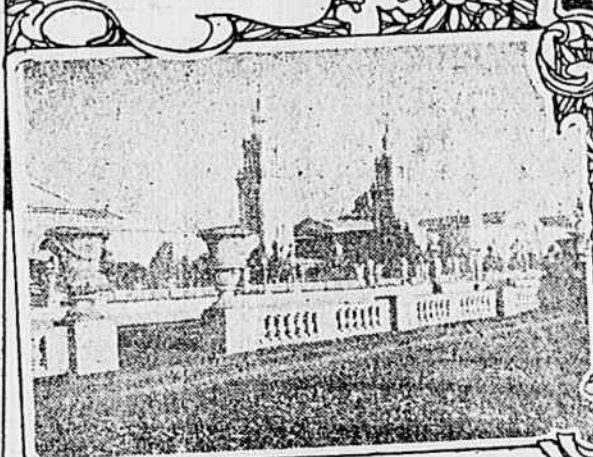
Here Is Paradise for Tourists Who Wish to See Own Country's Grandeur.

The Grand Canyon of the Yellowstone, in Yellowstone Park, is about twenty miles in length. At the head of the canyon, near the Grand Canyon Hotel, are two fine waterfalls, one 100, the other 308 feet high. At the foot of the canyon, Tower Creek, one of the delightful mountain streams for which the park is noted, flows into the Yellowstone River, and within a few rods of the latter stream is Tower Fall, 132 feet high, and without question the most romantic in its setting of any cataract or cascade in the park. Tower Fall is surrounded by pinnacles, towers and obelisks of lava which have given name to the stream and fall. The Grand Canyon itself winds around the southern and eastern slopes of Mt. Washburn, and in the vicinity of Tower Fall assumes an entirely different character from what is found in its course above that point. The canyon walls as they are seen here break down to some extent, assuming a lesser altitude and the usual garishness of color is partially wanting. On the other hand, a series of lava pinnacles and

(Continued on Second Page.)



Festival Hall



Entrance to Court of Flowers

## MIGHTY EXPOSITION IS TRAVELERS' GOAL

Panama-Pacific Celebration Will Draw Millions to San Francisco, Romantic California and the Canal.

### TREMENDOUS ACHIEVEMENT

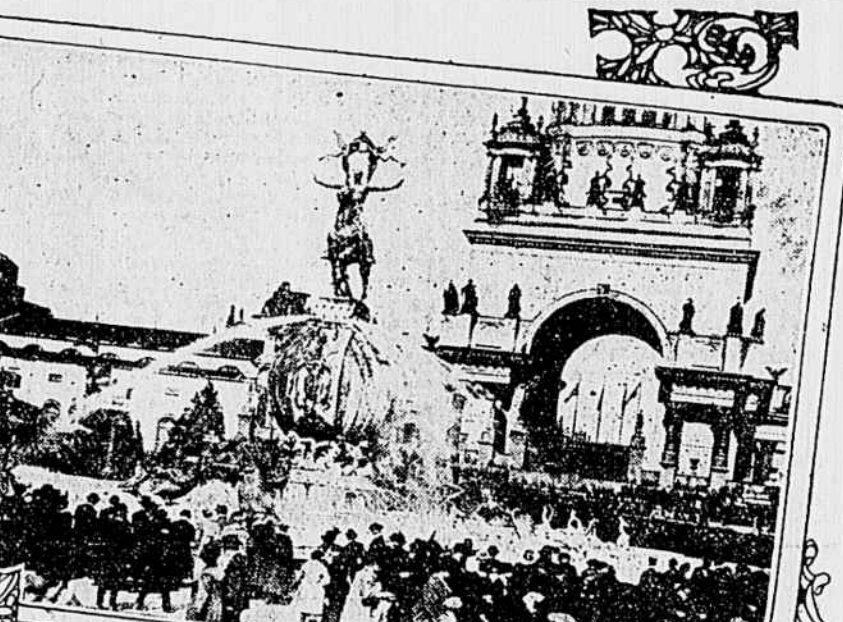
Opening of Deep Waterway Between Atlantic and Pacific Oceans Would Have Been Practical Impossibility Only Few Decades Ago.

Despite the innumerable attractive and interesting resorts and show places, scattered through the East, the Middle West and the West, and described elsewhere in these columns, the great Panama-Pacific International Exposition at San Francisco, Cal., will undoubtedly be the ultimate goal toward which many travelers' desires will turn. And well may it be, for it will not only be an exposition whose greatness will be held to glorify its opening, that it is almost impossible to treat them separately, and they will, therefore, be described together, so far as space will permit.

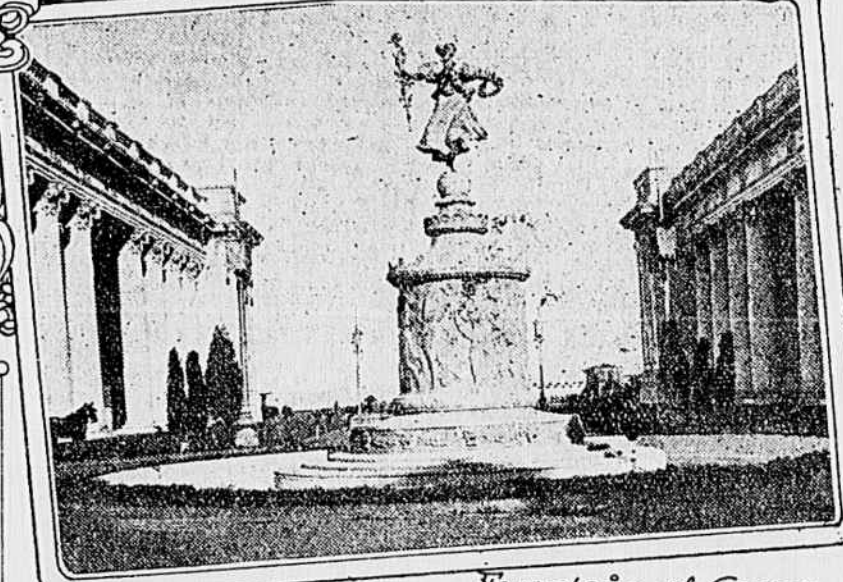
### TREMENDOUS ACHIEVEMENT IS PANAMA CANAL

The Panama Canal is the most remarkable achievement of man, not only because of the great engineering ability and the vast financial outlay involved in its construction, but because humanity, man's consideration for his fellow man, has so progressed that now the deadly miasmas of the tropics are nullified and the battle lost to climatic and physical conditions is turned to victory by the science of hygienic sanitation. The Panama Canal is a monument to the humanitarian forces of the world, which combined with those of the United States to accomplish now what a few decades ago was a practical impossibility. Therefore, it is pre-eminently proper that the of-

(Continued on Fifth Page.)



The Fountain of Energy and the Tower of Jewels



Fountain of Ceres

## OCEAN'S BREEZES ALWAYS ALLURE

Many Hear the Call of the Surf and Long for the Seashore.

### TWO ROADS TO THE COAST

Old Point Comfort, Virginia Beach, Willoughby, Ocean View and Buckroe Draw Thousands.

While the West, the North and the mountains of the Virginias call loudly to many who hearken and answer the call, there are still many others who long for the roar of the surf and the breezes that blow from the ocean. Within easy distance of Richmond are some of the most attractive seaside resorts in America. For the most part they are grouped in the vicinity of Norfolk, which may be reached from Richmond by either the Chesapeake and Ohio or the Norfolk and Western Railway.

Norfolk, situated on the right bank of the Elizabeth River, nine miles from Hampton Roads, and thirty-two miles from the open sea, is, next to Richmond, the most populous city in Virginia, and, together with Portsmouth, one of the most important naval stations in the Union. It is the terminus of the Norfolk and Western, Atlantic Coast Line, Chesapeake and Ohio, New York, Philadelphia and Norfolk, Norfolk Southern, Seaboard Air Line, and Southern Railways, and has regular lines of steamers

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## YELLOWSTONE IS NATION'S PARK

Show-Place Set Aside by United States Becomes Country's Playground.

### THE LAND OF GEYSERS

Most Famous Wild Animal Preserve in the World—Waters Swarm With Fish.

Who has not dreamed of a journey through Yellowstone National Park, the first and most famous of the show places set aside by the United States for the delight of all lovers of nature? Such is the world-wide appeal of this more than national playground that, as Kipling says of Suez, one can meet all his friends in Yellowstone National Park if he only stays there long enough.

A few years ago the tourist who contemplated viewing the wonders of Yellowstone National Park found that he could include nothing else in an ordinary vacation itinerary. If he would see the majesty of the mountains and plains in other parts of the West, he must needs plan a separate journey, for a trip to the Yellowstone took so much time that all thought of anything else was of necessity crowded from the tourist's mind. But to-day it has become possible to contrast the majesty of the Rocky Mountains of Colorado and Utah with the quieter scenic effects of Yellowstone National Park—and to accom-

(Continued on Eighth Page.)

## NO CROWD TOO BIG FOR THIS COMPANY

Richmond Transfer System Able to Handle Even Reunion Thousands.

### LOCAL SERVICE FEATURES

Dozens of Taxicabs and Motor Trucks — Tickets Sold All Over the World.

Now that the Confederate Reunion is so close at hand, when thousands of visitors will have to be provided for in many ways, the problem of handling great crowds and looking after their comfort in a material manner becomes a matter of live importance. Fortunately for Richmond, as well as for its visitors, a remarkably efficient and energetic transportation company has been established for years in the city, and it has grown to such dimensions that it is hardly possible that any crowd will ever assemble in Richmond of such proportions as to render it even difficult for the Richmond Transfer Company to handle persons and baggage smoothly and expeditiously.

Both the efficiency and courtesy of this company and its employees have frequently been the subject of comment by visitors who had no personal interest in the city or its institutions. One of these visitors, being at the time the spokesman for a dozen, once said: "You Richmond people have the most complete transfer system we have ever run up with in all of our travels . . ."; and he proceeded to ask some questions as to how it came about. It was explained to him that our transfer business was like all of the other good things to be found here—a mere matter of growth from a small beginning. Live and wide-awake men were in charge from the start, and they knew how to make things grow and reach a stage of perfection that is characteristic of Richmond. He was introduced to some of the transfer men, and he commenced to fire questions right and left. He got the answers all right, and when he got home he wrote for a local paper, as an object lesson, the story of the rise and progress of the Richmond Transfer Company. It may not be out of place to record here a part, at least, of the story as he wrote and published it. It has been published before, but it is good enough to be printed again:

### TRANSPORTATION COMPANY'S REMARKABLE GROWTH

He set forth how, soon after the closing of the War Between the States, a Confederate soldier, who had returned home without a dollar, bought a few old army horses and a wagon or two—bought them on credit—and opened up a kind of baggage-hauling business, the main part of the business being transferring trunks from one passenger depot to another for through passengers. Later he added to his outfit an old-fashioned omnibus and two or three hacks, and commenced to haul the through passengers also. Still later, carriages were added to the outfit and local business was looked after. From that small beginning in the days when Richmond was still on the ash pile has grown the great Richmond Transfer Company, an institution that is known all over the country, and all over the world, for that matter. Its transactions pertain to all countries to which Virginia people travel, inasmuch as the company's agents sell tickets to all parts of the world, give checks or letters of credit to travelers payable in any part of the civilized world, check baggage right from your house to any part of the country, and keep a bureau of information that can put an inquirer wise as to schedules of all the railway trains that run in the world and all the steamship lines that traverse the waters of the globe. Thus, in a way, and a good way, the